



樺欣機械工業股份有限公司

- 負責人：莊嘉郁
- 網址：www.crowntex.com
- 地址：337 桃園市大園區水源路919號
- 電話：03-384-3736

企業沿革

- 1992年 ● 創立初期以製造 PU 和 PVC 合成及人工皮革設備為主
- 1997年 ● 承製寶成集團在中國大陸的人工皮革整廠工程
- 1998年 ● 切入工業膠帶及各類黏性膠帶塗佈機市場
- 2002年 ● 開發 CCL,FCCL 銅箔基板塗佈設備市場
- 2003年 ● 於桃園大園興建新廠
- 2005年 ● 開發 LCD 液晶面板光學薄膜塗佈機
- 2009年 ● 跨入醫療用膠帶及個人衛生材料市場
- 2015年 ● 開發節能隔熱膜塗佈機
- 2017年 ● 榮獲中華民國 106 年優良商人 (金商獎)
- 2020年 ● 連續三年榮獲「鄧白氏中小企業菁英獎」及 109 年桃園市金牌企業卓越獎

主要產品

- LCD光學薄膜塗佈設備
- 銅箔基板(CCL,FCCL)塗佈設備
- 各類黏性膠帶塗佈機及整廠設備
- PU & PVC 人造皮革塗佈機及整廠設備
- 紡織、不織布塗佈設備
- 各類熱熔膠塗佈設備
- UV塗佈乾燥設備
- 鋰電池塗佈設備
- 合成紙塗佈設備
- 研發試驗及小量產客製化設備

企業簡介

樺欣是專業的智慧機械製造商，運用核心技術，以自創品牌 Crown Machinery行銷各種類型的塗佈機械設備及整廠設備，輸出至歐、美、亞洲和中東30餘國，國內外客戶超過270家。累積三十年之豐富經驗，以客戶為導向之設計和製造能力及卓越的售後服務，深獲國際大廠之肯定與信賴。

秉持「建立學習型企業、永續經營、造福人類、讓地球更美好」的使命，持續發展塗佈、乾燥和貼合精密機械相關設備，使樺欣成為業界的領航者。



國際競爭力

一、以堅強的設計團隊為基礎，全方位為客戶服務的思維成為客戶的戰略夥伴。機電整合的能力以及遠端連線維修服務，成為樺欣確保客戶24小時不停機的最大保障。全球線上技術諮詢服務的能力，更強化客戶的信心和黏著度。

CROWN MACHINERY COMPANY LIMITED

- Owner: Chuang Chia-Yu
- Website: www.crowntex.com
- Address: No. 919, Shuiyuan Rd., Dayuan Dist., Taoyuan City 337, Taiwan
- Tel: +886-3-384-3736

第24屆 小巨人獎
出口績優中小企業
The 24th Rising Star Award



Business Items

- LCD Optical & Clean Room Classes Film Coating Machine
- CCL& FCCL Coating Machine
- Adhesive Tape & Film Coating Machine
- PU&PVC Artificial Leather Coating Machine
- Textiles, Non-Woven, Fabrics Coating Machine
- Lithium Battery Electrode Plate Coating Machine
- R&D, Pilot & Small Scale Production equipment



History

- 1992 ● Initially focused on turkey for PU&PVC synthetic and artificial leather industries
- 1997 ● Collaborated with the POU CHEN group to establish a turnkey machinery factory
- 2002 ● Developed various Adhesive Tape Coating Machine
- 2003 ● New factory in Taoyuan was completed, bringing the office and factory together in one location.
- 2005 ● Developed LCD Panel Coating Machine
- 2009 ● Developed coating machinery following GMP regulations for medical and personal-use products.
- 2015 ● Developed Window Film Coating Machine
- 2017 ● President Chuang awarded the Outstanding Entrepreneurs and Golden Merchant Excellence Award
- 2020 ● Won The Excellent Enterprise Award and D&B Top 1000 Elite SME Award for consecutive years.

Introduction

Crown Machinery is a professional machine manufacturer, equipped with high-quality design and manufacturing teams. We have the ability to provide up-to-date market analysis and comprehensive plant planning tailored to the needs of the customer. With 30 years of rich experiences, customer-oriented manufacturing capabilities, and excellent after-sales service Crown Machinery is well received by major multi-national companies.

Adhering to the mission of "establishing a learning-oriented enterprise, maintaining sustainable business, working for the benefit of mankind, and making the Earth a better place", we continue to develop coating, drying and laminating precision machinery, making CROWN a leader of the industry.



Export Competitiveness

I. Remote maintenance services

Crown Machinery has the ability to remotely monitor and provide global technical maintenance services 24 hours a day.

二、採取整合產業供應鏈作業流程，全方位管理研發、製造、組裝、和售後服務，確實掌握顧客需求。透過網際網路的遠端監測和維修服務，快速解決客戶的疑難雜症。深獲國內外大廠之信賴與支持。

三、樺欣以台灣為基地，朝向國際化目標發展，對全球客戶提供零時差的即時服務。

四、未來展望與國際競爭力

(一)短期目標:建立實驗工廠，強化製程技術及搜集和分析參數配方的能力，加強訓練技術工程人員使成為客戶機械操作的最佳支援團隊。

(二)中長期目標: 三年內完成興建龍潭新廠，將設置高階無塵等級的組裝工廠，因應光學精密塗佈機的市場需求。

營運管理

一、高階市場:採取與國際機械同業競爭對手合作達到雙贏目標之策略，不僅提升品質及研發能力，更投入LCD液晶面板光電產業之關鍵材料，研究開發無塵室環境之精密塗佈設備。不僅在國內市場躍居領導地位，更迅速打開國際市場。

二、中階市場:強化供應鏈，並納編優良的供應商成為戰略夥伴，將模組化的設備，委由策略夥伴製造，降低成本，以優惠的價格持續擴充中階市場，同時能抵擋低價競爭者。

三、低階市場:為能持續擴大市場佔有率，將低階設備委外由戰略夥伴以副品牌銷售，確保自有品牌的高端形象和定位屹立不搖。

社會責任

一、關懷員工及福利制度

擁有良好的勞資關係，全方位照顧員工。提供員工完善之薪資與福利制度，以晉升和調薪激勵優秀員工，協助員工生涯發展，增強對公司的向心力。

二、員工教育訓

導入師徒傳承制度，培養員工具備多項專長。由有經驗的資深同仁擔任講師，讓第一線的同仁充份了解公司之設備和性能，能立刻掌握客戶的問題和解決問題。

三、社會公益活動

董事長以身作則，領導同仁積極參與社團服務及公益慈善活動。每年均捐助獎助學金給資源較缺乏的偏鄉學校，幫助弱勢學童課後輔導所需額外費用。在「施比受更有福」的善德力量凝聚下，公司全體同仁的情誼維繫更加緊密。



綜合評語

- (1) 致力生產精密塗佈設備，運用於塗佈、乾燥及貼合之核心技術，以自有品牌 Crown Machinery 將各類塗佈機械設備及整廠設備輸出至歐洲、美洲、亞洲及中東等市場。
- (2) 採取整合產業供應鏈之作業流程，從設計、製造、組裝、售後服務，採全方位管理，可精準掌握及滿足客戶需求，堅持以最高品質之設備行銷全球，具國內市場領導地位，亦能與德國和日本之先進設備廠商相抗衡。
- (3) 持續強化工業 4.0 技術趨勢，從精密塗佈機邁向智慧機械，透過聯網遠端監控與提供客戶線上服務，特別於疫情期間 24 小時支援全球客戶售後服務。

第24屆 小巨人獎
出口績優中小企業
The 24th Rising Star Award



- I. Remote maintenance services
Crown Machinery has the ability to remotely monitor and provide global technical maintenance services 24 hours a day.
- II. International expansion strategy
(I) Short-term goal: Establish a factory for experimental machinery.
(II) Mid to long-term goal: Build a new plant in Longtan, Taoyuan within three years.
- III. Since 1992, Crown Machinery has been consistently focused on development and innovation of coating, drying and lamination process machinery. In addition to having a global mindset, Crown is able to provide services with zero time difference to customers around the world.

Operation Management

- I. High-end market: Adopt the strategy of cooperating with competitors to achieve a win-win situation
- II. Mid-market: Strengthen the supply chain and help the suppliers to become strategic partners.
- III. Low-end market: Outsourcing lower price equipment to strategic partners for sales under sub-brands to ensure the high-quality image status of our own brands and continue to expand market share.



Social Responsibility

- I. Employee care and benefit system
Our company provides employees with a competitive salary and comprehensive benefits. We assist employees in their career development and enhance company retention.
- II. Employee education and training
Introduce a master-apprentice skill inheritance system and train employees with multiple skills through short-term specialization training. An education and training plan is established annually, with experienced senior colleagues serving as lecturers to pass on knowledge to frontline colleagues
- III. Social welfare activities
President Chia-Yu Chuang actively participates in various charity events. Every year, we donate to scholarship programs and after-school care programs for rural schools to help disadvantaged students.

